

# FLASH!

The Sensational News You Have Been Waiting For

## IT'S HERE! BIG NEW MONEY-SAVING DODGE

# Beauty Winner of 1936!

Dodge Wins In 80,000-Mile Test As Easiest Driving and Riding Car

The scientific tests just completed by Dr. Ryan, noted authority in fatigue research, throw the spotlight on an entirely new factor in motoring—the tremendous importance of a restful ride to the driver of an automobile. These tests proved conclusively that a more restful car actually keeps our minds more alert, helps us to avoid accidents, and helps to maintain the efficiency which is so important in our daily work.

Great athletes have long known the value of rest. They know rest produces greater efficiency and steadier nerves to win important contests. The same is true with all of us. Rest is a big factor in our daily lives—particularly when we are behind the wheel of a motor car.

Dr. Ryan's tests showed that, of the five competitive makes of cars tested, one was far more restful than the others—that it produced from 41 per cent to 69 per cent less evidence of "auto fatigue" than the other four. This car was the Dodge!

And here are some reasons why Dodge won! Dodge has the famous "Airlide Ride" . . . patented Floating Power engine mountings . . . quick, sure, genuine hydraulic brakes . . . the Dodge safety steel body . . . finger tip steering and shifting—all these combine to give this restfulness in the Dodge ride which Dr. Ryan's tests prove.

Dodge, the Car That Drivers Report Smashed All Records For Economy With 18 to 24 Miles Per Gallon

20% Less Oil Consumption; Now Has Even Finer Engine; Leads 1936 Fashion Parade!

Beneath the hood is the famous Dodge engine—that amazingly economical power plant which will save you money every mile you drive. In 1935 the Dodge engine smashed economy records everywhere. Owners in all parts of the country reported Dodge gave them 18 to 24 miles per gallon . . . saved up to 20% on oil. And the power plant in today's new Dodge is an even finer engine!

Here, too, is a car with a combination of driving operations—steering, braking, clutching, shifting, accelerating—so effortless, so perfectly balanced with one another that driving it is more safe, more thrilling, than ever!

Never was there a car that combined such advanced styling, such progressive engineering and so many money-saving features . . . yet it costs only a few dollars more than the lowest-priced cars!

A Nose Made to Cut the Wind!

Imagine yourself at the wheel behind this dashing front ensemble . . . cleaving the wind aside while your big new "Beauty Winner" Dodge rolls along the highway! Air-styled for appearance—air-styled for utility, this new Dodge "face" will instantly attract young and old alike because it has achieved a fresh, smart styling that has struck a universal appeal.

Famous for Ruggedness, Dependability, Safety and Economy, New Dodge Hailed by Noted Auto Editors as Smartest and Most Handsomely Styled Car in Dodge History

EVERYONE knows Dodge as the car that has smashed all records for ruggedness . . . for dependability . . . for amazing gas, oil and upkeep economy. Everyone knows Dodge as the car that has survived the most tortuous safety tests that scientific ingenuity and human daring can invent. Now Dodge steps out ahead with breath-taking beauty . . . sets the pace for all 1936 cars with sensational new style and smartness.

Hailed by Auto Editors All over the country noted automobile editors and stylists—men and women who know their motor cars and style trends—are showering praise and admiration on the new Dodge—its every stunning line and feature—its rich, new interiors. And no wonder they all enthuse. At very first sight you, too, will recognize the sheer beauty and luxury of this new Dodge. This "Beauty Winner" of 1936 gives you all the things you should demand of a motor car—the things you are entitled

to. It gives you the kind of a ride that would thrill you even in the most expensive American or European motor cars, yet with the amazing economy of operation everyone knows Dodge provides.

### Safety-Steel Bodies

It gives you the time-proved safety of Dodge genuine hydraulic brakes . . . safety-steel bodies . . . the finger-tip, toe-tip handling ease of Balanced Driving Control . . . new, more spacious interiors, trimmed in richer, more expensive materials . . . and above all, it gives you the economy of the powerful Dodge engine which will save you money every mile you drive.

See this brilliant new Dodge today. Drive it. See for yourself how much extra value this big Money-Saving Dodge gives you for just a few dollars more than the lowest-priced cars!



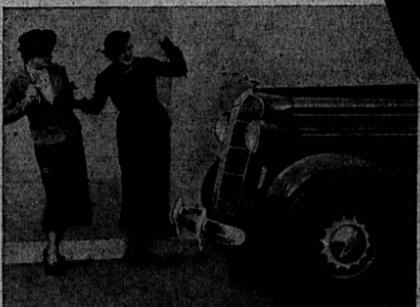
### PROTECT THEM IN THE DODGE Safety-Steel Body

Dodge pioneered in building safety-steel bodies. Over the years, Dodge engineers have put these bodies to the most tortuous safety tests that scientific ingenuity could devise. And now the big, new, Money-Saving Dodge gives you a steel body that is even stronger, more rigid than ever before . . . steel reinforced with an even more sturdy framework of steel pillars, corner posts and side braces—all welded together into a rugged network of steel. You and your family are entitled to the safest



body construction you can buy—and you get it in the Dodge safety-steel body—the body that has 21 years of experience in steel body building behind it!

YOU'LL FIND MORE COMFORT than ever in this new Dodge rear compartment. More spacious than before, it is trimmed in richer, more expensive materials and provides every luxury and convenience you could desire . . . "chair-height" seats . . . longer, more restful arm rests . . . handy ash receivers . . . and many other smart appointments.



GENUINE HYDRAULIC BRAKES were pioneered by Dodge—have been tried and proved in the toughest test of all—time! Always easy to operate, always equalized, Dodge genuine hydraulic brakes stop you quickly—surely—safely!

# Big MONEY SAVING DODGE

NOW ONLY A FEW DOLLARS MORE THAN THE LOWEST-PRICED CARS

## PREVUE SATURDAY, OCTOBER 19th

You Will Be Agreeably Surprised and Delighted

DODGE CARS

# WALTER G. LINCH

DODGE TRUCKS

South Bay's Oldest and Largest Automobile Dealer, Open Evenings and Sundays for Your Convenience

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